



# Retail Merchandising and Product Development

*This sheet has sample occupations, work settings, employers, and career development activities associated with this major. Some of these options may require additional training and career planning. You are not limited to these options when choosing a possible career path.*

## Sample Occupations

Advertising/Marketing Manager	Fabrics Marketer	Merchandise Manager	Retail Recruiter
Apparel Production Specialist	Fashion Analyst	Merchandising Representative	Retail Store Manager
Assistant Purchasing Agent	Fashion Consultant	Personal Shopper	Sales Representative
Business Owner	Fashion Forecaster	Product Demonstrator	Security/Shrinkage/Loss Prevention
Buyer	Fashion Merchandiser	Product Development Manager	Transportation/Distribution Manager
Consumer Relations Representative	Fashion Stylist	Product Development Specialist	Vendor Representative
Department Manager	Inspector/Tester & Compliance Manager	Product Marketer	Visual Coordinator/Merchandiser
Display Designer	Laboratory Supervisor	Purchasing Agent	
Distributor	Manufacturer's Representative	Quality Control Officer	
Fabric Market Reporter	Marketing Researcher	Research & Development Officer	

## Sample Work Settings

Apparel Manufacturers	Dressmakers	Pattern Companies	Federal & State Government
Colleges & Universities	Fiber & Fabric Manufacturers	Retail Companies	Quality Control Organizations
Consumer Organizations	Mass Merchandisers	Specialty Stores	
Department & Specialty Stores	National Manufacturers	Textile Manufacturers	

## Sample Employers

*A sample of organizations that have hired students with a concentration in retail merchandising and product development.*

HSN - Home Shopping Network	JCPenney Kohl's Department Stores	Macy's, Inc. Target Corporation	Turner Furniture
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## Connecting Majors, Skills, and Occupations

- View learning outcomes associated with your major in the *FSU Undergraduate Academic Program Guide* Learning Compact: [www.academic-guide.fsu.edu/](http://www.academic-guide.fsu.edu/)
- Explore the connection between occupations and skills in O\*Net: [www.onetonline.org](http://www.onetonline.org)
- Use the FSU Career Portfolio to document transferable skills you develop through your major and other experiences: [www.portfolio.fsu.edu](http://www.portfolio.fsu.edu)
- Use ProfessionNole to learn more about industry demands, career expectations, and opportunities from professionals: [www.career.fsu.edu/professionnole](http://www.career.fsu.edu/professionnole)

## Sample Websites

American Collegiate Retail Association  
[www.acraretail.org](http://www.acraretail.org)

Women's Wear Daily  
[www.wwd.com](http://www.wwd.com)

## Sample Career Center Library Resources

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### Sample Books

Buyers/Purchasing Agents Occupational File.....IIB 13-1020	Fashion Designers Occupational File.....IIB 27-1022
Careers in Business.....IIB 13-1000 S7	Global Powers of Retailing.....VIBI D4
Careers in Consumer Products.....IIB 11-2021 W42	Opportunities in Retailing Careers.....IIB 11-3061.01 D6
Careers for Fashion Plates and Other Trend Setters.....IIA CF F3	Plunkett's Retail Industry Almanac.....VIBI P55
Career Opportunities in the Fashion Industry.....IIB 27-1022 V6	Purchasing Managers Occupational File.....IIB 11-3061
Career in Marketing.....IIB 41-0000 S6	Textiles/Apparel Occupational File.....IIB 51-6000
Careers!: Professional Development for Retailing and Apparel Merchandising.....IIB 11-3061.01 P3	The 50 Best Careers in Modeling.....IIB 41-9012 R4
	Vault Career Guide to the Fashion Industry.....IIB 27-1022 H3

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### Self-Exploration and Career Information

*To explore values, interests, and skills:*

*To explore occupational outlooks and salaries:*

FOCUS 2

[www.career.fsu.edu/Students/Plan-Your-Career/Explore-Majors-and-Careers/FOCUS2](http://www.career.fsu.edu/Students/Plan-Your-Career/Explore-Majors-and-Careers/FOCUS2)

Sigi3

[www.career.fsu.edu/sigi](http://www.career.fsu.edu/sigi)

*(Obtain a User ID from a Career Advisor)*

National Compensation Survey

[www.bls.gov/ncs/](http://www.bls.gov/ncs/)

Occupational Outlook Handbook

<http://www.bls.gov/ooh>

Salary.com

[www.salary.com](http://www.salary.com)

SeminoleLink

[www.career.fsu.edu/seminolelink](http://www.career.fsu.edu/seminolelink)

See additional resources in Career Center Advising Module Sheets:

[www.career.fsu.edu/Resources/Module-Sheets](http://www.career.fsu.edu/Resources/Module-Sheets)

## Sample Professional Organizations

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American Apparel and Footwear Association  
(The Fashion Association) - Arlington, VA

[www.apparelandfootwear.org](http://www.apparelandfootwear.org)

American Apparel Producers Network  
(AAPN) - Atlanta, GA

[www.aapnetwork.net](http://www.aapnetwork.net)

American Association of Textile Chemists  
and Colorists - Research Triangle Park, NC

[www.aatcc.org](http://www.aatcc.org)

American Marketing Association -  
Chicago, IL

[www.marketingpower.com](http://www.marketingpower.com)

International Association of Department  
Stores - Paris, France

[www.iads.org](http://www.iads.org)

International Textile and Apparel  
Association - Citrus Heights, CA

[www.itaaonline.org](http://www.itaaonline.org)

National Council of Textile Organizations -  
Washington, DC

[www.ncto.org](http://www.ncto.org)

National Retail Federation Liberty Place -  
Washington, DC

[www.nrf.com](http://www.nrf.com)

The Fashion Group International -  
New York, NY

[www.newyork.fgi.org](http://www.newyork.fgi.org)

*For other related professional organizations, go to FSU Libraries database at [lib.fsu.edu](http://lib.fsu.edu); select Find a Database; search for Gale Databases; choose Associations Unlimited.*

## Additional Information

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Florida State University Career Guide

[www.career.fsu.edu/Resources/Career-Guides](http://www.career.fsu.edu/Resources/Career-Guides)

Career Guides by Topic

[www.career.fsu.edu/Resources/Career-Guides](http://www.career.fsu.edu/Resources/Career-Guides)

Library Links

[www.career.fsu.edu/Resources/Career-Center-Library](http://www.career.fsu.edu/Resources/Career-Center-Library)

Steps to Career Success

[www.portfolio.career.fsu.edu/stepstocareersuccess/index.html](http://www.portfolio.career.fsu.edu/stepstocareersuccess/index.html)